

Advertising will become costlier if the ownership is concentrated.

I was the Chairman of the largest media purchasing company in the country at the time when TV first started to sell advertising time in quantity.

The diversity of ownership allowed us to play one station against another for the benefit of small startup advertisers and large advertisers needing to be competitive.

We couldn't get shows our clients produced on networks because the networks thought they had a monopoly. We created our own networks by tying independent stations around the country together. That is no longer possible because of the domination of multiple ownership.

Prices of advertising will now rise and rise.

Sincerely, Dick